

INDIVIDUAL EXCELLENCE IN ABORIGINAL TOURISM

This Award is for an individual who demonstrates an ongoing commitment to excellence in Aboriginal tourism through storytelling, culture sharing and the development of Aboriginal tourism businesses and the broader industry.

IMPORTANT NOTES

- Nominations are made through the Quality Tourism Framework. A nomination should be made under the account of the business the nominee is employed by, although the nomination can be made by the nominee or someone else within the same company.
- The nominee must be an employee of an accredited Tourism Council WA member. (Sustainable Tourism Accreditation required).
- There is a nomination fee of \$100 plus GST to enter this category.
- Entry fees are not refundable should a nominee withdraw from the program. Nomination fees are payable prior to a submission being accepted.
- Submissions are completed within the Quality Tourism Framework. The submission can be written by the person nominated or by a nominator. A reference letter from a third party is required as part of the nomination process.
- The submission should focus on activities which took place in the 2025 calendar year.
- The submission has a limit of 5,000 words. Up to ten images can be included.
- Submissions are due by **5pm Thursday, 5 March 2026**.
- There is no entry to the Qantas Australian Tourism Awards as this is a WA-only award.
- Finalists will be required to attend a 30-minute interview in Perth or an online interview for entrants in regional areas.
- The winner will be announced at the 2026 Perth Airport WA Tourism Conference Dinner in Carnarvon on Tuesday, 26 May 2025. Nominees will be eligible for a 50 per cent discount on one full Conference registration only.
- The winner will receive two tickets to the 2026 Perth Airport WA Tourism Awards Gala Dinner and will be recognised at the event.

Question 1. Overview of the nominee (0 marks)

Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in tourism and their current employment.

Tip: Extracts from the nominee's Curriculum Vitae may prove useful.

Question 2. Nominee’s personal service and examples of activities (20 marks)

Provide specific examples of activities resulting from the nominee’s performance that have demonstrated a commitment to excellence in Aboriginal tourism through storytelling, culture sharing and the development of Aboriginal tourism.

Tip: Examples could include new business initiatives or improvements in areas of operations, management, or business development; demonstrated improvement, development or initiatives in storytelling, tour guiding or culture sharing; and participation in industry organisations. The emphasis should be on personal and professional commitment to the tourism industry and Aboriginal tourism development.

Question 3. Contribution to awareness of Aboriginal culture (20 marks)

Outline and provide examples of how the nominee contributes to the public’s understanding of Aboriginal culture.

Tip: A case study would be suitable here.

Question 4. Nominee’s contribution to the industry (10 marks)

How has the nominee contributed to the WA tourism industry as a whole?

Tip: Does the nominee have memberships with any industry organisations? Do they do any collaborative marketing, industry development activities or mentoring?

Question 5. Professional goals (10 marks)

What are the nominee’s professional goals and how will they contribute to the future of tourism in WA?

Tip: Where does the nominee see their career taking them in the next two years?

Score Weighting

Submission – 60 marks

Interview – 40 marks

Total – 100 marks